



Economic Development Commission Meeting

City of New Richmond, Wisconsin

Thursday, February 14, 2013

7:30 a.m. at the Civic Center (EDC Lab)

156 East First Street
New Richmond, Wisconsin 54017
715.246.4268 fx 715.246.7129
www.newrichmondwi.gov

*Please call Marie Bannink at 246-4268 or e-mail her
if you are not attending this meeting. Thanks*

AMENDED AGENDA:

1. Call to Order
2. Roll Call
3. Adoption of Agenda
4. Approval of Minutes of the previous meeting, January 3, 2013
5. Subcommittee reports – goals, objectives and outcomes:
 - A: Economic Development Marketing Committee - Beth
 - B: County Land Committee PowerPoint Presentation
 - C: Community Outreach Committee (Schedule meeting for end of February)
6. Staff Reports
 - a. Update on Businesses –Beth
 - b. *Allocation of funds*
7. St. Croix County EDC
8. NRAEDC
9. Chamber of Commerce
10. Announcements/Communications
11. Adjournment

cc: City Council, The News, Northwest Community Communications, City Web site

A majority of the members of the New Richmond City Council may be present at the above meeting. Pursuant to State ex rel. Badke v. Greendale Village Board., 173 Wis. 2d 553, 494 N.W. 2nd 408(1993) such attendance may be considered a meeting of the City Council and must be noticed as such, although the Council will not take action at this meeting.

If you need a sign language interpreter or other special accommodations, please contact the City Clerk at 246-4268 or Telecommunications Device for the Deaf (TDD) at 243-0453 at least 48 hours prior to the meeting so arrangements can be made.



CITY OF NEW RICHMOND

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TO: Economic Development Commission

FROM: Mike Darrow, City Administrator / Beth Thompson, Economic Development Specialist

DATE: February 12, 2013

RE: Allocation of funds for New Richmond Pitch Campaign

We are formally asking the EDC to allocate up to \$7,000 to begin the New Richmond Pitch campaign. After the recent community visit by Governor Scott Walker to promote economic development, City staff has begun working with the Governor's office to have the Governor do a short video clip on the benefits of locating businesses within New Richmond. We are hopeful that a video clip will be completed within the next 30 days. We have talked to WITC and its partners in assisting with a short video which promotes the City of New Richmond and its key stakeholders. The video will be posted on our new website as well as used for promotional material.

As you are aware, one of the main deliverables of the Ady Voldedge Market study was the recreation and, or refinement of a New Richmond pitch. *"Refine the New Richmond "pitch" so that all stakeholders are telling a consistent story about the benefits of expanding or growing a business in New Richmond."* (Page 45 of the Ady Voldedge Report)

Staff feels that the creation of this pitch, which includes the Governor, will allow us to further promote the many assets within the City of New Richmond. The Governor's staff are actively trying to develop a schedule of time for the Governor to assist with this pitch idea. We are also working to get the Mayor, Council members, members of the EDC, chamber members as well as key stakeholders (banks, schools, etc) to participate in this short 5 minute video which will highlight the City of New Richmond and the many benefits of doing business in this community. WITC has agreed to work with the City on this project.

Recommendation Request

Staff is recommending that the EDC allocate up to \$7,000 of the \$30,000 designated funds for 2013 to be utilized for updating the New Richmond Pitch campaign. This request is consistent with the EDC's goals set forth in 2012 as well as the findings of the Ady Report.